

REP HEADLINE# 6333107 TRF# E:063331
 \$\$\$ MOD# 0: UNAPPROVED REV #1 \$\$\$

REP: TEL# 703-516-9399
 CREDIT ADVISORY: AGENCY
 ORDER WORKSHEET

FAX# 703-516-9680
 CREDIT RISK !!!
 HARRIS REPORT FROM REP
 OCT3/12 14.54
 *** CHANGES *** ** WFLA-TV ***

ADV # ADV. NAME ISS/AMER. CROSSROADS
 AGY # AGY. NAME CROSSROADS MEDIA LLC

66 CANAL CENTER PLAZA, SUITE 555

ALEXANDRIA, VA 22314

REP. # OFF. # SALESMAN #

BUYER NAME EMILY MILHOAN

SALES PRSN WA- MEGHAN MCGARR (H)

ORDER # CONTRACT # 6333107

CLASS: NATL. LOCAL REGIONAL

PRDCT AMERICAN CROSSROADS EST#953 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES OCT2/12 OCT8/12 WK-1

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE OCT3/12 14.54

REP: MAKEGOOD 10/3
 SPOT CANCELED ON LN 10
 MADE GOOD ON LN'S 11-12
 TTL SAME
 PLEASE CONFIRM
 THANKS! BRIAN FOR MEGHAN

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****
 AMERICAN CROSSROADS

2/10/13

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
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AGENCY ADVERTISER CODE = 11
 AGENCY PRODUCT CODE = 27
 AGENCY EST# = 953

10	S		900P-1000P	30		\$6,000.00	10/3	10/3	0		WED	0
PROGRAM : LAW & ORDER SVU												
CON COM1: LAW & ORDER SVU												
11	A		630P-700P	30		\$4,500.00	10/7	10/7	1		SUN	1
PROGRAM : NIGHTLY NEWS												
CON COM1: NIGHTLY NEWS												

NOV 01 2012

10/4/12 FCC (3)

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
12	A		730P-800P	30		\$1,500.00	10/8	10/8	1		MON	1
PROGRAM : ENT TONIGHT CON COM1: ENT TONIGHT												
OCT/12 42750.00												
CONTRACT TOTAL												42750.00
TOTAL SPOTS												11

MARKET TOTALS \$203,571 WFLA 21% WFTS 19% WTSP 21% WTVT 32% WTOG 0% WTTA 0% WMOR 0%
 WMOX 0% WXPX 0% WWSB 7% CABL 0%
 SHARES ACCURATE.

SVC- NSI
 DEMOS- RA35+*
 MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME
 P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE

Crossroads Media
 66 Canal Center Plaza
 Suite 555
 Alexandria VA 22314

American Crossroads/ Issue
 Submission Number 797 Issue 2



WFLA-TV
 P.O. Box 1410
 Tampa, FL 33601

PHONE (813) 228-8888

Original

Client: American Crossroads/ Issue	Submission Cost: 42750	Campaign Ref: E:063331070
Buyer: ..	Client/Product/Estimate: 11 / 27 / 953	Sales Rep: HRP Washington, DC
Schedule Dates: 10/01/12 to 10/14/12	Weeks: 2	Order Ref: 06333107
Est./PO Number: 06333107	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Product: American Crossroads	Booking Group: WFLA	Key Market: Tampa-St. Petersburg, FL
Demographic: (L) Household	Order:	

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/01	10/08	Total	Cost
1	M-F 10a News ...F..	01	350	30 Comme	Nbr of Spots	1	1	350
2	M-F 10a News M.....	01	350	30 Comme	Nbr of Spots	1	1	350
3	Mon 10p ET / 9p CT Revolution M.....	02	7000	30 Comme	Nbr of Spots	1	1	7000
4	Mon 8-10p ET / 7-9p CT Voice M.....	02	16000	30 Comme	Nbr of Spots	1	1	16000
5	M-F 10a News ...T...	01	350	30 Comme	Nbr of Spots	1	1	350
6	Thu 10p ET / 9p CT Rock Center ...T...	01	7000	30 Comme	Nbr of Spots	1	1	7000
7	M-F 10a News .T.....	01	350	30 Comme	Nbr of Spots	1	1	350
8	Tue 10p ET / 9p CT Parenthood .T.....	02	5000	30 Comme	Nbr of Spots	1	1	5000
9	M-F 10a News	01	350	30 Comme	Nbr of Spots	1	1	350
Weekly Totals: Total Spots(Ord Spots)					7	4	11	

Crossroads Media
 66 Canal Center Plaza
 Suite 555
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American Crossroads/ Issue
 Submission Number 797 Issue 2



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 P.O. Box 1410
 Tampa, FL 33601
PHONE (813) 226-8888

Original

Client: American Crossroads/ Issue	Submission Cost: 42750	Campaign Ref: E:063331070
Buyer: "	Client/Product/Estimate: 11 / 27 / 953	Sales Rep: HRP Washington, DC
Schedule Dates: 10/01/12 to 10/14/12	Weeks: 2	Order Ref: 06333107
Est./PO Number: 06333107	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/01	10/08	Total	Cost
10	Sun 630p ET / 530p CT NBC Nightly NewsS	02	4500	30 Comme	Nbr of Spots	1	1	4500
11	M-F 730p Entertainment Tonight M.....	02	1500	30 Comme	Nbr of Spots	1	1	1500
Weekly Totals: Total Spots(Ord Spots)					7	4	11	

Grand Totals			
	10/01	Month 10 Weeks: 4	10/08
Totals			
Spots	11	7	4
Cost	42750	17900	24850

Grand Totals:

Spots:	11
Gross Total:	42,750.00
Commission:	6,412.50
Net Total:	36,337.50

REF HEADLINE# 6333107
*** ORIGINAL REV#0 ***

REF: TEL# 703-516-9399 FAX# 703-516-9680
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM REP
SEP24/12 09.02
*** WFLA-TV ***

ADV # ADV. NAME ISS/AMER. CROSSROADS REP. # OFF. # SALESMAN #
AGY # AGY. NAME CROSSROADS MEDIA LLC BUYER NAME EMILY MILHOAN

66 CANAL CENTER PLAZA, SUITE 555
ALEXANDRIA, VA 22314
SALES PRSN WA- MEGHAN MCGARR (H)

ORDER # CONTRACT # 6333107 CLASS: NATL. LOCAL REGIONAL

PRDCT AMERICAN CROSSROADS EST#953 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES OCT2/12 OCT8/12 WK-1

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE SEP24/12 09.02

REP: NEW ORDER
TTL \$42,750 @10X
PLEASE CONFIRM
THANKS! BRIAN FOR MEGHAN

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****
AMERICAN CROSSROADS

MM: 46000

9/24/12

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
1			1000A-1030A	30		\$350.00	10/5	10/5	1		FRI	1
PROGRAM : WFLA NEWSCHANNEL 8 @ 10AM												
CON COM1: WFLA NEWSCHANNEL 8 @ 10AM												
2			1000A-1030A	30		\$350.00	10/8	10/8	1		MON	1
PROGRAM : WFLA NEWSCHANNEL 8 @ 10AM												
CON COM1: WFLA NEWSCHANNEL 8 @ 10AM												
3			1000P-1100P	30		\$7,000.00	10/8	10/8	1		MON	1
PROGRAM : REVOLUTION												
CON COM1: REVOLUTION												

9/25/12 FC (2)

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
4			800P-1000P	30		16000.00	10/8	10/8	1		MON	1
PROGRAM : THE VOICE												
CON COM1: THE VOICE												
5			1000A-1030A	30		\$350.00	10/4	10/4	1		THU	1
PROGRAM : WFLA NEWSCHANNEL 8 @ 10AM												
CON COM1: WFLA NEWSCHANNEL 8 @ 10AM												
6			1000P-1100P	30		\$7,000.00	10/4	10/4	1		THU	1
PROGRAM : ROCK CENTER W/ BRIAN WILLIAMS												
CON COM1: ROCK CENTER W/ BRIAN WILLIAMS												
7			1000A-1030A	30		\$350.00	10/2	10/2	1		TUE	1
PROGRAM : WFLA NEWSCHANNEL 8 @ 10AM												
CON COM1: WFLA NEWSCHANNEL 8 @ 10AM												
8			1000P-1100P	30		\$5,000.00	10/2	10/2	1		TUE	1
PROGRAM : PARENTHOOD												
CON COM1: PARENTHOOD												
9			1000A-1030A	30		\$350.00	10/3	10/3	1		WED	1
PROGRAM : WFLA NEWSCHANNEL 8 @ 10AM												
CON COM1: WFLA NEWSCHANNEL 8 @ 10AM												
10			900P-1000P	30		\$6,000.00	10/3	10/3	1		WED	1
PROGRAM : LAW & ORDER SVU												
CON COM1: LAW & ORDER SVU												
<div> <div>1</div> <div>9/10-11/10</div> <div>PITS Debate.</div> </div>												
OCT/12			42750.00									

MARKET TOTALS \$203,571 WFLA 21% WFTS 19% WTSP 21% WTVT 32% WTOG 0% WTTA 0% WMOR 0%
 SHARES ACCURATE.
 SVC- NSI
 DEMOS- RA35+*

CONTRACT TOTAL 42750.00
 TOTAL SPOTS 10

Crossroads Media
66 Canal Center Plaza
Suite 555
Alexandria VA 22314

American Crossroads/ Issue
Submission Number 780 Issue 1



WFLA-TV
P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client:	American Crossroads/ Issue	Submission Cost:	36750	Campaign Ref:	E:063331070
Buyer:	..	Client/Product/Estimate:	11 / 27 / 953	Sales Rep:	HRP Washington, DC
Schedule Dates:	10/01/12 to 10/14/12	Weeks:	2	Order Ref:	06333107
Est./PO Number:	06333107	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Product:	American Crossroads	Booking Group:	WFLA	Key Market:	Tampa-St. Petersburg, FL
Demographic:	(L) Household	Order:			

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/01	10/08	Total	Cost
1	M-F 10a News ..F..	01	350	30 Comme	Nbr of Spots	1	1	350
2	M-F 10a News M.....	01	350	30 Comme	Nbr of Spots	1	1	350
3	Mon 10p ET / 9p CT Revolution M.....	02	7000	30 Comme	Nbr of Spots	1	1	7000
4	Mon 8-10p ET / 7-9p CT Voice M.....	02	16000	30 Comme	Nbr of Spots	1	1	16000
5	M-F 10a News ..T...	01	350	30 Comme	Nbr of Spots	1	1	350
6	Thu 10p ET / 9p CT Rock Center ...T...	01	7000	30 Comme	Nbr of Spots	1	1	7000
7	M-F 10a News ..T....	01	350	30 Comme	Nbr of Spots	1	1	350
8	Tue 10p ET / 9p CT Parenthood ..T....	02	5000	30 Comme	Nbr of Spots	1	1	5000
9	M-F 10a News ..T....	01	350	30 Comme	Nbr of Spots	1	1	350
Weekly Totals: Total Spots(Ord Spots)					6	3	9	

Crossroads Media
 66 Canal Center Plaza
 Suite 555
 Alexandria VA 22314

American Crossroads/ Issue
 Submission Number 780 Issue 1



WFLA-TV
 P.O. Box 1410
 Tampa, FL 33601

PHONE (813) 228-8888

Original

Client: American Crossroads/ Issue	Submission Cost: 36750	Campaign Ref: E:063331070
Buyer: ..	Client/Product/Estimate: 11 / 27 / 953	Sales Rep: HRP Washington, DC
Schedule Dates: 10/01/12 to 10/14/12	Weeks: 2	Order Ref: 06333107
Est./PO Number: 06333107	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/01	10/08	Total	Cost
..W....								
Weekly Totals: Total Spots(Ord Spots)					6	3	9	

Grand Totals

		Month 10 Weeks: 4	
Totals		10/01	10/08
Spots	9	6	3
Cost	36750	13400	23350

Grand Totals:

Spots: 9

Gross Total: 36,750.00

Commission: 5,512.50

Net Total: 31,237.50



WFLA-TV

A MEDIA GENERAL STATION

200 S. Parker Street
Tampa, FL 33606
Tele (813) 228-8888
Fax (813) 221-5787

INVOICE / AFFIDAVIT

21453
Crossroads Media
66 Canal Center Plaza
Suite 555
ALEXANDRIA VA 22314

REP: WFLA (Washington Dc)
SLSP: HRP Washington, DC
ADV: American Crossroads/ Issue
PROD: American Crossroads

2012
INVOICE DATE 10/28/12
ORDER TYPE Political
WFLA I SS
10/28/12 E:063331070
WFLA
INVOICE NUMBER 0100033213
PAGE 1
BROADCAST MONTH 10/01/2012 - 10/2
SCHEDULE DATES 10/01/12-10/14/12
Standard Broadcast Month
TERMS: NET 30 DAYS.

REF#: 11 /27 /953
Desc: 06333107

SCHEDULE				ACTUAL BROADCAST				RECONCILIATION		
DESCRIPTION	PRICE	RT/SS#	PER	DATE	DAY	TIME	LENGTH	M/G FOR PRODUCT DESCRIPTION	PRICE	REMARKS
M-F 10a News						*WFLA		:30 Commercial		
	350.00	1	1	10/05	FR	10:16A	30	USPRTV19ACH	350.00	
	350.00	2	1	10/08	MO	10:25A	30	USPRTV19ACH	350.00	
Mon 10p ET / 9p CT Revolution						*WFLA		:30 Commercial		
	7000.00	3	1	10/08	MO	10:34P	30	USPRTV19ACH	7000.00	
Mon 8-10p ET / 7-9p CT Voice						*WFLA		:30 Commercial		
	16000.00	4	1	10/08	MO	08:49P	30	USPRTV19ACH	16000.00	
M-F 10a News						*WFLA		:30 Commercial		
	350.00	5	1	10/04	TH	10:10A	30	USPRTV19ACH	350.00	
Thu 10p ET / 9p CT Rock Center						*WFLA		:30 Commercial		
	7000.00	6	1	10/04	TH	10:13P	30	USPRTV19ACH	7000.00	
M-F 10a News						*WFLA		:30 Commercial		
	350.00	7	1	10/02	TU	10:25A	30	USPRTV19ACH	350.00	
Tue 10p ET / 9p CT Parenthood						*WFLA		:30 Commercial		
	5000.00	8	1	10/02	TU	10:09P	30	USPRTV19ACH	5000.00	
M-F 10a News						*WFLA		:30 Commercial		
	350.00	9	1	10/03	WE	10:06A	30	USPRTV19ACH	350.00	
Sun 630p ET / 530p CT NBC Nigh						*WFLA		:30 Commercial		
	4500.00	10	1	10/07	SU	06:59P	30	USPRTV19ACH	4500.00	
M-F 730p Entertainment Tonight						*WFLA		:30 Commercial		
	1500.00	11	1	10/08	MO	07:54P	30	USPRTV19ACH	1500.00	
Total Airtime Gross Spot Revenue:							42,750.00			

PERIOD COST	42,750.00	11 Total Units						Debits	.00
		ACTUAL GROSS BILLING	42,750.00					Credits	.00
		AGENCY COMMISSION	6,412.50						.00
		NET DUE	36,337.50						

WE WARRANT THAT THE ACTUAL BROADCAST INFORMATION SHOWN ON THIS INVOICE WAS TAKEN FROM THE PROGRAM LOG AND WILL BE AVAILABLE, UPON REQUEST, FOR INSPECTION BY THE ADVERTISER OR AGENCY FOR AT LEAST 12 MONTHS. NOTWITHSTANDING TO WHOM INVOICES ARE RENDERED, ADVERTISER, AGENCY AND SERVICE ARE AND SHALL BE JOINTLY AND SEVERALLY OBLIGATED TO PAY ANY INVOICES INCLUDED IN THIS STATEMENT WITHIN 30 DAYS OF THE INVOICE DATE AND UNTIL PAYMENT IN FULL IS RECEIVED BY THIS MEDIA GENERAL STATION. PAYMENT BY ADVERTISER TO AGENCY OR TO SERVICE, OR PAYMENT BY AGENCY TO SERVICE, SHALL NOT CONSTITUTE PAYMENT TO THIS MEDIA GENERAL STATION.

WFLA-TV
P.O. Box 1410
Tampa, FL 33601



ADVERTISER American Crossroads/ Issue
PRODUCT American Crossroads

INVOICE NUMBER 0100033213
BROADCAST MONTH 10/01/2012 - 10/28
AMOUNT DUE 36,337.50

REMIT TO:

*00172

000021453
Crossroads Media
66 Canal Center Plaza
Suite 555
ALEXANDRIA VA 22314

WFLA-TV
REMITTANCE PROCESSING CENTER
P.O. BOX 26425
RICHMOND VA 23260-6425



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